

Development Communications

DELIVERY



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To recap:

- *A-U-D-I-E-N-C-E*
- *MESSAGE*
 - *WHAT, HOW, WHY & WHEN*
 - *Writing to be understood*

Presenting

- intimidating, **scary**
- you're in front of people you don't know!
- you might make a ***mistake!!***



A good presentation

- *deliver your message succinctly and gain confidence!*



BONUS!

How to:

- *improve your presentations*
- *engage your audience*
- *make a memorable impression*



A good presentation, in two words:

- Preparation
- Practice

The DAP



PREPARATION

1. Allow enough time to prepare

- *follow about a 10 to 1 ratio. If your presentation is 30 minutes, you should spend about five hours preparing.*

PREPARATION

2. Analyze your audience

- *Here's that **A-U-D-I-E-N-C-E** again...won't they ever go away?!*
- *How much **background** do they need?*

PREPARATION

3. Know your objective

- *what do you want to **happen** as a result of your presentation?*
 - do you want the audience to
 - ***do** something?*
 - ***decide** something?*
 - ***learn** something?*

The FAMOUS *One-Minute* Development Action Plan!!

1. We work with...

“We work with small-scale vegetable farmers in Jessore...”

2. Who have a problem with...

“Who experience difficulty growing tomato in the rainy season...”

3. What we do is...

“What we do is provide farmers with training in grafting and the construction of low-cost rain shelters...”

One-minute DAP

4. So that...

“So that farmers can build their horticultural skills and their own rain shelters...”

5. Which means that...

“Which means that farmers will be able to produce healthy tomato crops in the rainy season and increase their incomes.”

PREPARATION

4. Provide clues

- What do you want them to **do**?
- Remind them of that **action** at the end.



If you are trying to get **approval**

- *review the **main points** of your plan, and emphasize the benefits to the audience.*
- *use **charts** and **graphs** to clarify your point*
- *give handouts with a **summary** of your main points.*
- *consider involving the group in a **discussion** of how the project could be strengthened or improved*

If you want **action**

- *explain how it **works***
- *give **examples** of how similar successful plans or projects have worked in the past*
- *give them a look at the **budget**: how will the money be spent?*
- *give handouts with the project **details***
- *if the group is small, consider leading a **discussion** on how best to put the program into action*

PREPARATION

5. Do your homework

- Be sure you **know your topic well** so that you can speak about it knowledgeably.
- Think about the **questions** people might ask, and be sure you have the facts to answer them.

PREPARATION

6. Plan your spoken delivery

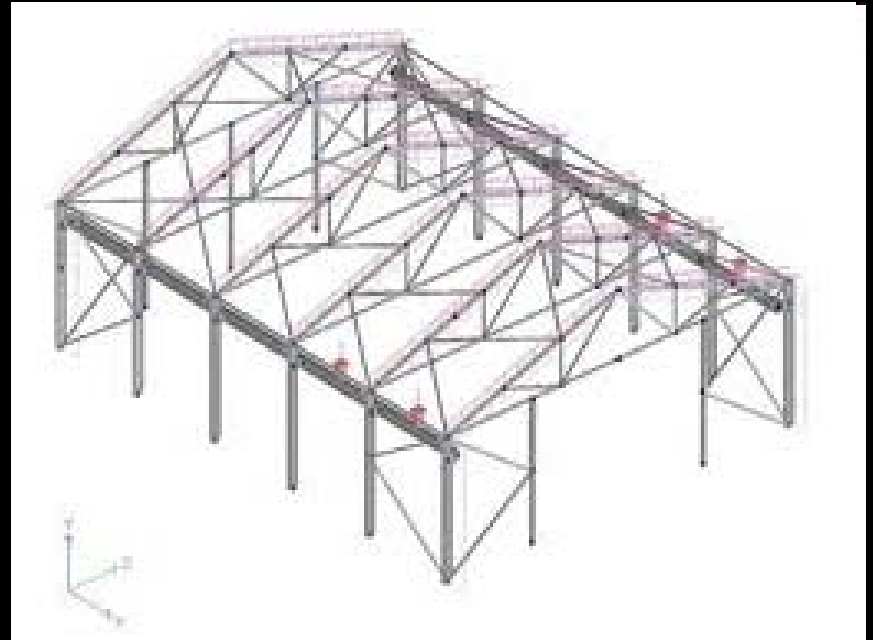
- **Full script:** Try not to look like you are reading it!
- **Notes or an outline:** Remember all your important points.
- **Key words:** some speakers are so familiar with their subject that they only need a few key words to remind them of what they want to say.
- **Memorize!**



PREPARATION

8. Structure

- *opening*
- *statement of purpose*
- *content*
- *closing*



STRUCTURE: *Opening*

THIS IS YOUR BIG CHANCE TO GRAB THE AUDIENCE!

- use a **comment** or a **question** to break the tension;
- begin with a **startling fact** or figure;
- share an **opinion** or **statement** by an expert on the subject;
- **remark** on how others have (or have not) solved the problem.



STRUCTURE: *Purpose*

- You've already given some thought to this...
- Tell your audience upfront what you hope will **happen** as a result of your talk. Stay away from "I" - emphasize "you"

STRUCTURE: *Content*

- give the **specifics**, but be brief
- use simple language, and a **conversational** tone
- give the audience some **help**, so they can follow your thoughts

STRUCTURE: *Content*

- Slide design
 - *K.I.S.S!*
- Many templates available if you use PowerPoint
- ***BUT...***



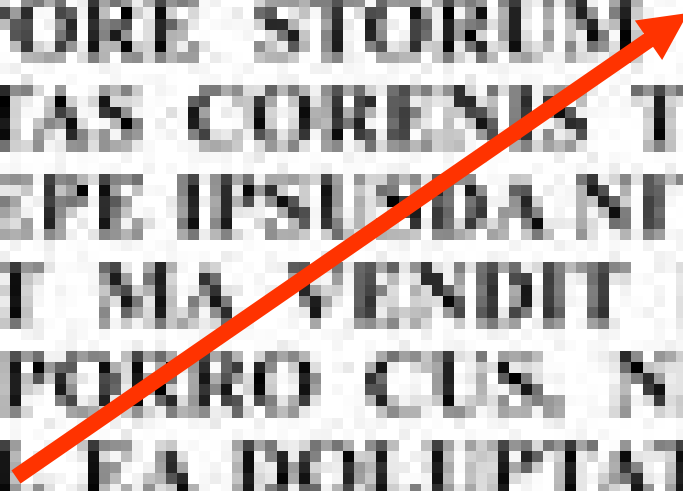
www.ted.com

STRUCTURE: *Content*

USE ONLY **one**

idea or point

per slide

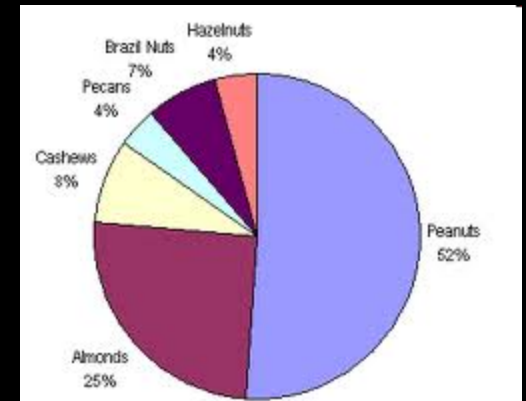
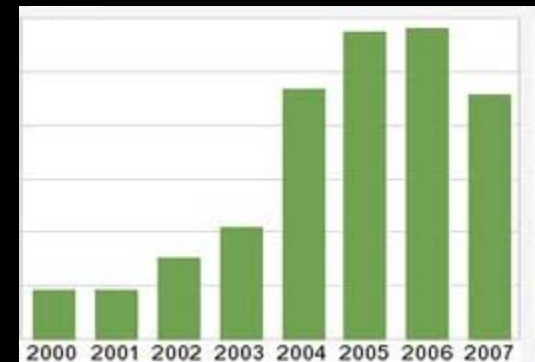
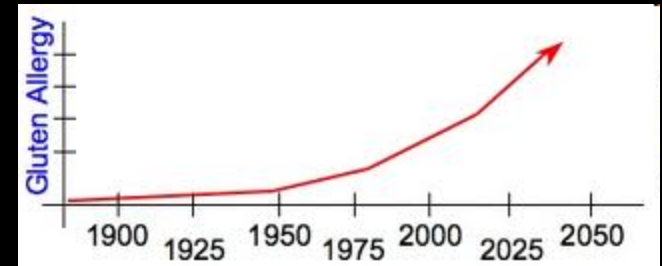


DON'T CRAM SLIDES
FULL OF TEXT!

STRUCTURE: *Content*

Use a chart to show

- a **trend**
- (graph)
- a **comparison**
- (bar chart)
- **relationship** to whole
- (pie chart)



STRUCTURE: *Content*

PHOTOS

- *One good image per slide is better than four or five poor ones*



STRUCTURE: *Content*

- *when you have your content pulled together, cut:*



STRUCTURE: *Closing*

- be **brief** and positive
- give a **summary** of what you just said
- state that you have **achieved** what you set out to accomplish (or hope that you did)
- remind them of the **benefits**
- remind them of the **action** you want taken
- offer **assistance**

Two more points

- Check with the venue **beforehand**
- Make a **list** of all the things you'll need for the presentation

PRACTICE

- It's true. If you want to feel comfortable up in front of a group, you must **practice**.



PRACTICE

1. *Read just your script **aloud**, in a quiet, private place.*

- **change** words or sentences that don't sound right or feel right
- **remove** parts that are not relevant to your topic
- **add** bridges and transitions from one section to another
- **highlight** words or points you want to emphasize

PRACTICE

2. Read it again in *front of a mirror*, or videotape yourself if you can.

- Practice looking up, making eye contact, smiling, projecting your voice



PRACTICE

3. Practice using all your slides, charts and other materials you will use in the live presentation

PRACTICE

- *4. Practice once in front of a colleague or family member who can give you some **feedback**.*



PRACTICE

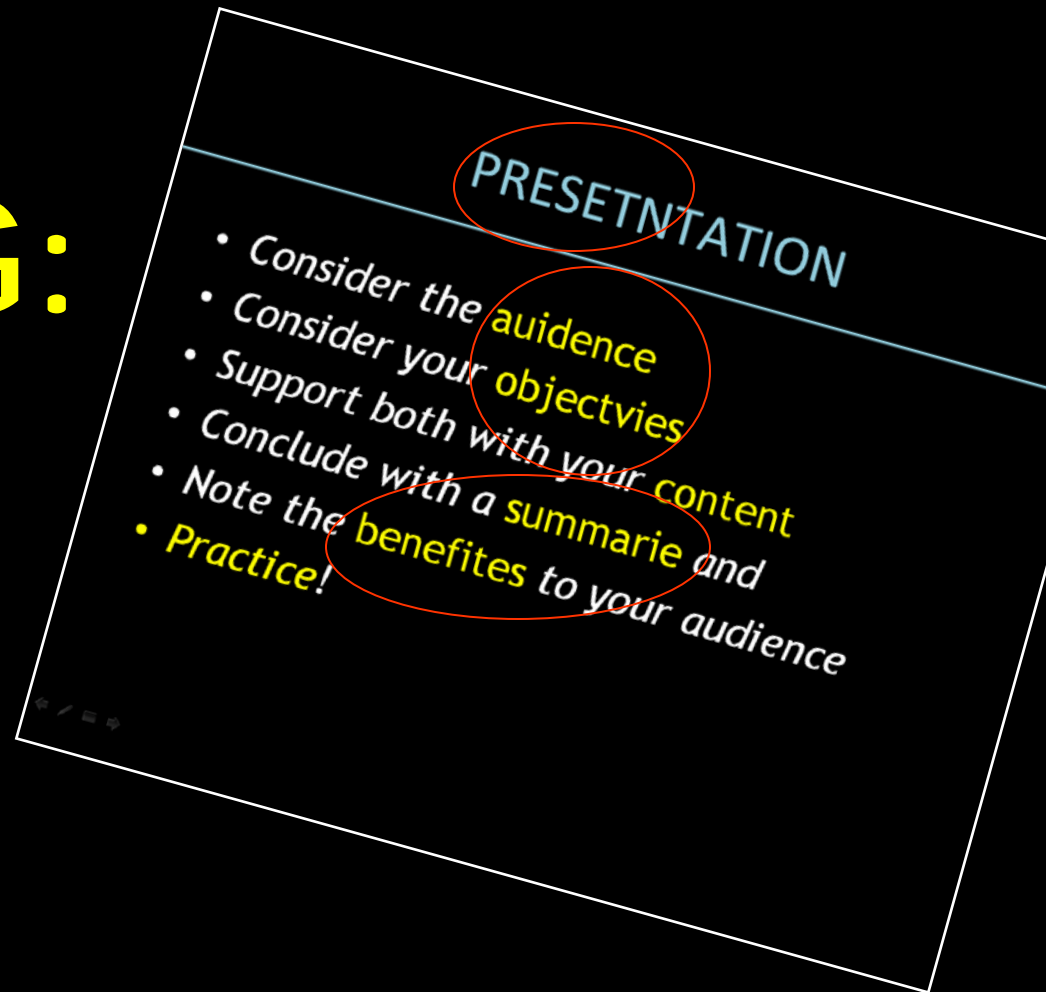
- 5. *Daydream* about your presentation!

***I'm going to be
GREAT!***



PRACTICE

6. SPELLING: *CHECK YOUR SLIDES!*



Time to give the presentation

- *Pretend you are talking to a **friend***
- *Tell yourself: “this will all be over soon!”*
- *Remember: The audience wants you to **succeed!***

How to keep people's attention

- remind them **why** it's important
- eliminate **distractions** in the room (noise, ask people to shut off their phones)
- **involve** people in the presentation - ask them questions, get their opinions



Practice makes perfect!

- *Consider the audience*
- *Consider your objectives*
- *Support both with your content*
- *Conclude with a summary and*
- *Note the benefits to your audience*
- *Practice!*